



Certificate in Selling - Stage 1

PRINCIPLES OF PERSONAL SELLING

WEDNESDAY, MAY 7, 2003. TIME: 2.00 pm - 5.00 pm

Please attempt **FIVE** questions.

(If more than the specified number of questions are attempted, delete those you do not wish to have marked. Otherwise the Examiner will mark the **FIRST** five questions in your Answer Book).

All questions carry equal marks.

Do **NOT** repeat question in answer, but show clearly the number of the question attempted on the appropriate page of the Answer Book.

1. Examine the role of personal selling in the marketing planning process.
2. (a) Explain the process a consumer might employ in making a purchase decision for an item of expensive electrical equipment.

(b) Outline the role of the salesperson at each stage of that process.
3. Assess the implications of the current state of the Irish economy for the personal seller of consumer goods.
4. The objective of the selling process should be to build a partnership for life. Explain this statement.
5. Describe **ten** sources of prospects that an Irish industrial salesperson might use.
6. (a) Explain the value of planning the sales call in advance.

(b) Outline the stages of a typical sales call plan.
7. Using a motor car as an example to illustrate your answer explain any **five** sale closing techniques
8. A good salesperson never takes 'no' for an answer. Discuss.